

# **REQUEST FOR PROPOSALS FOR ASSESSMENT OF UTILIZATION OF CTPP DATA TABLES AND IDENTIFICATION OF DATA GAPS**

## **PURPOSE**

This project aims to inform the Census Transportation Planning Products Program (CTPP) table subcommittee (TSC) of the utilization of CTPP data products by the user community. Key elements of this project include understanding the various applications of these data products, as well as the context in which these products are utilized. The context of the usage clarifies the role of CTPP tables in the applied project. This could be based on how the product was used, including but not limited to travel model calibration or creating summaries for a specific topic. An investigation into the utilization of CTPP data based on 2006 to 2010 ACS was executed in 2016 and is available here:

[https://ctpp.transportation.org/research\\_repository/](https://ctpp.transportation.org/research_repository/)

A major concern for the TSC is assuring that the CTPP data product meshes with the users' needs. Therefore, the project also aims to identify utilization gaps in which CTPP could have been used if particular tables product had been included in the CTPP table set. CTPP products are not static and new tables have come and gone. Finding what users need and shaping the CTPP data product to fit those needs is one of the objectives of this project.

The products of this project will inform the subcommittee in designing a new tables set for the upcoming CTPP table sets. The products of this project will rank the existing tables of the CTPP product and identify potential tables that could be added to the existing tables based on user needs.

## **BACKGROUND**

The Census Transportation Planning Products (CTPP) Program is a Technical Service Program (TSP) of the American Association of State Highway and Transportation Officials (AASHTO). AASHTO is the representative association for State Departments of Transportation; more information on AASHTO can be found here: [www.transportation.org](http://www.transportation.org). The CTPP Program has as its critical mission the acquisition and dissemination of special tabulation of transportation-specific census data down to small geographies. More information on the mission and history of CTPP can be found here: [www.ctpp.transportation.org](http://www.ctpp.transportation.org).

CTPP data products are created from American Community Survey (ACS) data collected by the US Census Bureau (CB). These data products are a set of several hundred tables in various geographies such as census tracts, transportation analysis zones (TAZ), transportation analysis districts (TAD), county, and place. The geographical coverage of CTPP products is the entire United States and Puerto Rico. CTPP tables are available for 1990, 2000, 2006–2010, and 2012–2016. The next data products will be based on the 2017–2021 ACS. The upcoming product geographies will not include TAZ and TAD. These will be replaced by standard census Block Group geography.

CTPP tables are specified by the CTPP Oversight Board. Through an agreement between the CB and the CTPP Board, the CB creates the tables in the specified geographies covering the nation. The CB transfers the special tabulation to the CTPP Program to be published for public use through a web-based data access software located at [ctpp.transportation.org](http://ctpp.transportation.org)

## **PROJECT FOCUS**

This project's focus is on developing a table list of the next CTPP data product. The table lists of the first three CTPP products are relatively similar in structure. They contain about 400 tables in three categories of characteristics: place of residence, place of work, and home to work flows. The fourth data product, released in 2019, maintains the same structure but reduced the number of tables to about 200. The reduction in number of tables resulted from a requirement from the CB to reduce the overall package by two thirds

In developing a table list of the next CTPP data product (2017 – 2021 CTPP), it is important to understand the utilization of existing CTPP products within the user community, as well as their data needs. To this end, the Consultant shall review a recently completed report that describes the composition of the user community as well as their applications of CTPP products; this report can be found at [https://ctpp.transportation.org/research\\_repository/](https://ctpp.transportation.org/research_repository/) (CTPP Utility Reports for 2006-2010 CTPP Data). To gain a better understanding of the user community, the TSC is concurrently reviewing all previous and current table lists to ensure that every potentially useful table is considered for inclusion as the upcoming table list is developed. The TSC is also analyzing web analytics metrics to gain insights into frequencies of downloaded tables. All this information pertaining to the user community will be considered in this project.

## **SCOPE OF WORK**

The source of the CTPP data products for the last two table sets has been ACS five-year data. The consultant may propose new data sources from other CB surveys, but ACS remains the main source. The CTPP program maintains a listserv to facilitate communication and collaboration among the user community. Access to the listserv will be provided to the consultant but note that possible users could be much larger than what is shown on the listserv.

The following tasks are proposed, but the consultant can modify this list to match the proposed method and implementation of the project:

### **Task 1: Project Management**

The consultant will develop a project management plan that identifies project staff and defines a communication protocol as well as a project schedule with milestones. The management plan is intended to establish mutual understanding between the consultant team and the TSC about the timing and deliverables of the products throughout the project.

#### *Task 1 Deliverable*

- Memorandum of the project management plan
- Monthly progress reports

### **Task 2: Users Representative Sample**

The consultant will identify the universe of existing and potential users of the CTPP products; the proposed sampling method will be reviewed by the TSC. TSC's previous studies and listserv membership will be made available to the consultant.

#### *Task 2 Deliverable*

- Sampling method
- Representative sample of users of CTPP products.

### **Task 3: Data and Information Collection**

The consultant will develop an implementation plan for quantitative and qualitative data collection of the CTPP utilization, and inability to use CTPP due to gaps and deficiencies in the data set, of users identified in the representative sample. The database summary of all existing tables of the four CTPP products will be provided to the consultant team for review. TSC will facilitate contacting the sample users, if needed. TSC project manager approval of proposed data collection methods will be required. The consultant will regularly update the TSC project manager of the progress on this data collection effort.

#### *Task 3 Deliverable*

- Data collection approach and implementation plan
- Progress updates (reports, presentations, and other formats)

### **Task 4: Documentation and Final Report**

The consultant will document the data collection process and develop a comprehensive report that details all work completed, including an executive summary. The report will include the proposed table list for the CTPP 2017 – 2021 data product, the tables of which will be ranked. The report will inform the TSC of the utilization by the existing user community, the context of the utilization, and any deficiencies that could be addressed in the CTPP table products.

#### *Task 4 Deliverable*

- Final report, including the proposed table list (ranked) for the CTPP 2017 - 2021 product, identification of gaps in tables, and justification for potential new tables.

**BUDGET:** Total budget for this project is not to exceed one hundred fifty thousand dollars (\$150,000)

**SCHEDULE:** the estimated duration of the project is nine months. The draft product of proposed ranked table lists that could be identified after task 3 should be provided within six months of the start of the project.

### **EVALUATION PROCESS**

Proposals will be evaluated by the CTPP Table Subcommittee using the following criteria:

*Project Understanding:* The consultant should demonstrate proper understanding of the project purpose. Proposers are encouraged to describe the objectives and challenges they perceive.

*Proposed Method:* The proposed method for project implementation, describing the consultant's overall project approach.

*Qualifications:* the consultant should demonstrate proper qualifications regarding experience, education, and appropriate personnel for the project.

*Cost and Schedule:* Proposers with proper understanding of the project, acceptable method, and qualified personnel will be evaluated based on proposed costs and schedule, which should not exceed the amount identified in this RFP.

**Proposal Logistics: Proposers must email proposals to Penelope Weinberger at [pweinberger@ashto.org](mailto:pweinberger@ashto.org) no later than Thursday, May 6<sup>th</sup>, 2021 11:59 pm eastern daylight time.**

Questions may be submitted until Thursday, April 29<sup>th</sup>, and will be answered as received. A proposer may request to receive any Q and A without asking a question. All queries and responses will go to all respondents, including retroactively. Please send an email to [pweinberger@ashto.org](mailto:pweinberger@ashto.org) to ask a question or request to receive questions and answers.